

Message Text

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PAGE 01 MEXICO 10765 01 OF 02 011435Z
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W
-----000064 011437Z /40

R 302044Z JUN 78
FM AMEMBASSY MEXICO
TO USDOC WASHDC
INFO SECSTATE WASHDC 1135
AMEMBASSY GUATEMALA
AMEMBASSY SAN JOSE
AMEMBASSY SAN SALVADOR

UNCLAS SECTION 01 OF 02 MEXICO 10765

FOR: 1.JACOBSEN, SAD, 2.WELCH, BED/OIM

E.O. 11652:N/A
TAGS.: BEXP,MX
SUBJECT: TELECOMMUNICATIONS SEMINAR MISSION

SUMMARY:

1. DUTIES FOR ADVANCE OFFICER COMPLETED IN MEXICO CITY. REQUEST HAS BEEN MADE & AMBASSADOR HAS AGREED TO HOST EVENING RECEPTION JULY 12. TO INSURE TOP QUALITY SEMINAR ATTENDANCE & EFFECTIVE BUSINESS APPOINTMENTS, CONTROL & ADVANCE OFFICER MADE SERIES OF EIGHT PERSONAL CALLS ON VARIOUS SENIOR LEVEL OFFICIALS AT SECRETARIAT OF COMMUNICATIONS & TRANSPORTATION. (SCT) TELEFONOS DE MEXICO, DIR. GRAL. DE TELEGRAFOS, PEMEX, POLICE DEPT. & THE NATIONAL BANKERS ASSOC. PLANS ARE BEING FINALIZED FOR MISSION MEMBERS TO VISIT NEWLY ESTABLISHED RESEARCH & DEVELOPMENT CENTER FOR TELECOMMUNICATIONS (CIDET) & CONTROL BROADCAST TOWER OF SCT MORNING OF JULY 14. DIR. GRAL. OF TELECOMMUNICATIONS WILL ANSWER MISSION MEMBERS' QUESTIONS DURING CIDET TOUR.

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PAGE 02 MEXICO 10765 01 OF 02 011435Z

2. RESERVATIONS ARE MADE CONFIRMED AT HOLIDAY INN FOR 18 SINGLES AT \$22/DAY & ONE SUITE AT \$62/DAY FOR NIGHTS OF JULY 11,12,13,14. HOTEL HAS PREREGISTERED ALL MISSION MEMBERS. MEMBERS SHOULD BE REMINDED TO CHECK IN BY 5:00 P.M. JULY 11. BRIEFING WILL BE HELD AT TRADE CENTER AT 5:30. ARRANGEMENTS HAVE BEEN MADE TO NOTIFY MISSION MEMBERS OF BRIEFING SITE UPON CHECK-IN.

3. MARKET PROMOTION:

ALL ELEVEN SEMINAR PAPERS HAVE BEEN TRANSLATED & ADVANCE
 OFFICER DEPARTING WITH THREE SETS. TOTAL 9,000 CATS.
 PRINTED & INVITATION LETTER WITH CAT. BEING MAILED JUNE
 23 TO 5,500 PROSPECTS, INCLUDING TRADE & GRAL. PRESS,
 TRADE ASSOCIATIONS, POTENTIAL AGENTS, TOP MANAGEMENT &
 ENGINEER PROSPECTS IN INDUSTRY, MILITARY & GOVERNMENT.
 CUSTOMER IDENTIFICATION PROGRAM PROCEEDING & EACH MEMBER
 SHOULD HAVE FULL SCHEDULE AT BUSINESS APPOINTMENTS JULY
 13 & 14. BIC WILL BE AT TRADE CENTER WHERE TOTAL
 FACILITIES AVAILABLE TO ASSIST MEMBERS WITH SCHEDULED
 APPOINTMENTS.

4. TENTATIVE BUDGET

O & A FUNDS

A) CHAIRMAN SUITE (\$62/DAY 4 NIGHTS)	\$	248
B) PRINTING: 9,000 CATS.	\$	900
200 TICKETS	12	
1,000 REC. INVITES	100	
1,000 REPRINT	20	
60 BADGES	40	
LAY OUT/ARTWORK	200	1,272
C) TRANSLATION CAT. & ALL SPEECHES		750

UNCLASSIFIED

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PAGE 03 MEXICO 10765 01 OF 02 011435Z

D) MARKET PROMOTION: FEE	850	
POSTAGE 4,500	100	
MESSENGER 300	90	
5,000 STUFFING	125	1,075
E) SIMULTANEOUS TRANSLATION SERVICE		80
F) SECRETARY \$30/DAY-15 DAYS		450
G) INTERPRETERS \$29/DAY-3 DAYS-4 PEOPLE		360
H) STAFF OVERTIME		25
I) BUS: SITE VISIT	100	
HOTEL TO AIRPORT	35	135
TOTAL:	4,330	

HOSPITALITY FUNDS

A) RECEPTION 200 AT \$ 4.00	800
B) SUITE BEVERAGES	70
C) SEMINAR COFFEE, INC. BEVERAGES 60	930

TOTAL BUDGET MEXICO 5,260

TOTAL O & A BUDGET \$ 4,330 REPRESENTS \$1,330 INCREASE OVER
 USDOC BUDGETED AMOUNT & TOTAL HOSPITALITY \$930 REPRESENTS
 \$270 DECREASE FROM ORIGINAL USDOC BUDGET. USDOC REQUESTED

TO DECREASE HOSPITALITY BY \$270 & INCREASE O & A BY
\$1,330 FOR OVERALL NET INCREASE O & A BY \$1,060.00.
\$1,330 FOR OVERALL NET INCREASE O & A BY \$1,060.00.
BUDGET INCREASE DUE TO INCREASED NUMBER OF ALREADY PRINTED
CATS. & LARGER MAILING CAMPAIGN THRU ORIGINALLY
PLANNED, PLUS REQUIREMENT FOR BUS, Y HIGHER COST THAN
EXPECTED FOR TRANSLATION DUE TO LATE ARRIVAL OF PAPERS.

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PAGE 01 MEXICO 10765 02 OF 02 011435Z
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W
-----000082 011439Z /40

R 302044Z JUN 78
FM AMEMBASSY MEXICO
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INFO SECSTATE WASHDC 1136
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UNCLAS SECTION 02 OF 02 MEXICO 10765

5. SEMINAR PROGRAM & EVENT SCHEDULE:

TUESDAY JULY 11
N.L.T. 1700 ARRIVAL & HOTEL CHECK-IN BY MISSION DIRECTOR
& MEMBERS
1730 BRIEFING AT TRADE CENTER

WEDNESDAY JULY 12
10:30 SEMINAR REGISTRATION BY ATTENDEES
11:00 OPENING BY DR. WILL
11:10 PETER LO - UNITEL
11:35 DREISTADT - FORD
12:05 ATKINSON - WESCOM
12:25 COFFEE
12:45 SISSLER - 3M
13:00 FOGARTY - DATABIT
13:25 ENRIQUE MIER Y TERAN - PLANTRONICS
13:45 LUNCH
16:00 BARTON - TELCOM
16:30 ROSSI - ITT/NORTH
17:00 COFFEE

17:15 ANTONIO DE LA IGLESIA - WESTERN ELECTRIC
17:45 THOMPSON - MOTOROLA
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PAGE 02 MEXICO 10765 02 OF 02 011435Z

18:05 CLOSE
18:30 RECEPTION HOSTED BY AMBASSADOR

THURSDAY JULY 13
0900 TO 1800 BUSINESS APPOINTMENTS

FRIDAY JULY 14
0930 BUS DEPARTS TRADE CENTER - 1000 VISIT SCT HEADQUARTERS
1045 BUS DEPARTS SCT FOR CIDET
1115 TOUR OF CENTER FOR TELECOMMUNICATIONS RESEARCH &
DEVELOPMENT (CIDET) (HOSTED BY TELECOMMUNICATIONS DIR.
GEN.)
1215 DEPART FOR TRADE CENTER
1300 LUNCH
1500 TO 1800 BUSINESS APPOINTMENTS

SATURDAY JULY 15

1200 MISSION CHECK-OUT OF HOTEL
1215 BUS DEPART HOTEL FOR AIRPORT
1345 DEPART MEXICO CITY VIA PAN AM FLIGHT 501
1525 ARRIVE GUATEMALA (INTERIM STOPOVER)
1700 DEPART GUATEMALA PAN AM FLIGHT 515
1825 ARRIVE SAN JOSE (COSTA RICA) HOTEL TORREMOLINOS.
LUCEY

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 30 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978MEXICO10765
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780272-0647
Format: TEL
From: MEXICO
Handling Restrictions: n/a
Image Path:
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Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
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Review Event:
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Review Media Identifier:
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Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2244425
Secure: OPEN
Status: NATIVE
Subject: TELECOMMUNICATIONS SEMINAR MISSION SUMMARY
TAGS: BEXP, MX
To: COM
Type: TE
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Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014